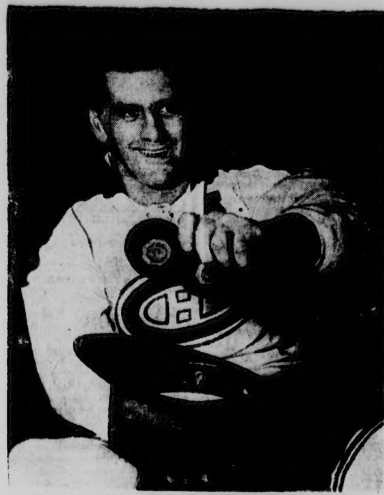


The Didsbury Pioneer

VOLUME 53; NO. 3

DIDSBURY, ALBERTA, WEDNESDAY, JANUARY 20, 1954

\$2.50 a Year; 50 a Copy



Enjoying a big moment after a recent victory, Rocket Richard holds three pucks, representing his goal production for the night. Not so enjoyable was the experience last week when the Rocket had to place a \$1000 cheque with league headquarters and make a public apology to the league president for statements made in a newspaper column about the league prey.

Harmattan News

(From Our Own Correspondent)

The Westward Ho Curl Club met at the home of Mrs. J. Baustad on Saturday afternoon. A good crowd of members and visitors attended. Discussion of a thematic display was the main part of the business. A dance was held at the hall Friday night and everyone reported a good time.

The St. George's W.A. meeting was held at the home of Mrs. A. V. Johnson on Tuesday afternoon. Election of officers for the coming year took place with Mrs. A. V. Johnson as president and Mrs. M. A. Knights, secretary-treasurer. The hall club held a very enjoyable canasta party at the home of Mr. and Mrs. Dave Morgan. Door prizes were won by Mrs. M. Knights and Mr. W. Dodd.

Mr. John Morgan has returned from Calgary after some time in the General Hospital, where he underwent an operation.

WESTCOTT NEWS

(From Our Own Correspondent)

The very cold weather has been keeping many of us close to our fire-sides as the thermometer dipped into the below forty mark this past week and it seems there is no relief in sight.

Mr. Ben Sundhom of Big Prairie spent the past week at the Herbert Goetjen home, as the Goetjen family attended daughter Elaine's wedding in Calgary over the weekend. Incidentally, the day of the wedding the temperature in Calgary was 40 below, yet a fair crowd was in attendance from as far north as Edmonton and east to Regina and Saskatoon.

In spite of the cold weather a number of ladies met at the home of Mrs. A. Korschuh, recently to honor Miss Elaine Goetjen at a miscellaneous shower. The evening was spent at contests and games and then the bride, seated before a nicely decorated gift table, opened her gifts, assisted by a former class mate, Miss Lorraine Korschuh.

Elaine very fittingly thanked everyone for the gifts and also expressed her appreciation to the hostess, Mrs. Korschuh and co-hostess, Mrs. Henry Wilson, who had so pleasantly arranged the event for her.

A delicious lunch was then served by the ladies, thus completing the get-together.

Mrs. Lena Sanderson was hostess recently to a group of friends and relatives of Miss Elaine Goetjen, and her fiancé, Mr. Ken Card, at a miscellaneous shower at the home of Mr. Charles Brown.

The honored couple were seated at a heavily laden gift table and were assisted in the opening of the gifts by the bride's sister, Mrs. Lyle Johnson.

The delightful task completed, both thanked everyone very fittingly and especially the hostess for making this all possible in their behalf. Lunch was then served by the hostess.

Regular Lions Club meeting on Thursday, at 6:45 p.m. Art Demore, Shell Oil geologist, will address the meeting and members are asked to bring a friend.

Ladies' Two-Day Bonspiel Underway

Didsbury Ladies' Curling Club annual bonspiel got underway on Tuesday morning with 12 rinks braving the cold weather to compete. It is a two-day affair with three big events.

Visiting rinks are from Cremona, Midway, Aldrie, Olds and two from Carstairs. Six local rinks are in action and results will appear next week.

Cold Weather Still With Us

Following the balmy Christmas and New Year's weather, Old Man Winter has dug in his toes and is giving us the works. The temperature dropped to 40 below one night last week and since then has been hovering around around the 20 to 25 below mark each night. At the moment there is no respite in sight.

It's a common sight to see cars getting a tow or a pull (ask the editor, he knows) and a return to warmer weather would certainly be appreciated.

Due to the cold snap and blocked country roads many of our country correspondents were unable to send their news. Budgets this week and in many cases they phoned to inform us there was no news anyway — everyone was taying as close to their own fire-side as possible.

We hope the same does not apply next week and we will again be able to supply you with full district coverage.

Red Deer Stops Ramblers 6 To 3 In Northern City

Holding their own for two periods against the league-leading Red Deer Monarchs, Didsbury Ramblers faded slightly in the final period at the northern centre Monday night and came out on the short end of a 6-3 count.

Monarchs were ahead 2-1 at the end of the first, lead 3-2 at the end of the second and scored three to Ramblers one in the final stanza.

The defeat was certainly no disgrace to Didsbury and the Red Deer fans gave them rounds of applause when time after time they dug down and showed their never-say-die attitude. It is interesting to note that Red Deer handed Olds a 6-4 setback in their own backyard just one short week ago.

Morgan, Brunwell and Haynes tallied for Didsbury Monday night.

DIDSBURY 6, ALIX 4

Playing in sub-zero weather after making the long trip to Alix, Didsbury Ramblers gave their opponents the first goal and then got warmed up enough to bring home a

Alix Plays Here Thursday Night

STETTLER HERE SATURDAY; LACOMBE ON MONDAY

Alix will play a postponed game on Didsbury ice Thursday night at 8:30 p.m. Fans who remember the meetings between these two clubs last season can expect more of the same speed and competition in this encounter.

Saturday night Ramblers will meet Stettler Imperials and on Monday Lacombe Rockets will be guests here.

MELVIN NOTES

(From Our Own Correspondent)

Mr. and Mrs. L. Wollen of Ft. St. John, B.C., who have been visiting their son in Calgary for past few weeks, came on Sunday to visit for a time at the home of Mr. and Mrs. Lester Krebs. Sunday dinner guests of Mr. and Mrs. Lester Krebs were Mr. and Mrs. Lewis Wollen and Mr. and Mrs. L. Wollen.

Miss M. Chandler of Wetaskiwin spent several days last week at the home of her parents. Best wishes for a speedy recovery so out to Mrs. H. Fischer, who is a patient in the local hospital.

The school bus has been unable to complete the north end of its route this past week because of drifted roads. We'll be glad to see the snow melt again. A let-up in this cold weather would also be appreciated.

Randy Dupont returned home Sunday after spending two weeks with his grandparents.

Don't forget the dance at Melvin this Friday, Jan. 22nd. Krebs' orchestra.

Youthful Local Rink Takes Grand Aggregate In 'Spiei

C.A.H.L. PLAYOFF PICTURE OUTLINED

At a league meeting in Red Deer Sunday the playoff set-up in the C.A.H.L. was decided on. Six teams will take part and will meet as follows:

Teams finishing first and fourth will play a best of five series. Second and fifth place teams and third and sixth will meet in best of three series. Winners of the latter two series will play off for the right to meet the winner of the first-named series.

It is understood all seven teams in the league have entered the provincial intermediate 'A' playoffs.

Bergen Notes

(From Our Own Correspondent)

Mrs. Ira Gable of Didsbury visited for several days at the home of Mrs. Trygve Haug and family.

Little Marcia Ross is a patient in the Olds hospital, a victim of rheumatic fever. We wish her a speedy recovery.

The January meeting of the Bergen Ladies' Aid will be at the home of Mrs. Dave Davidson on the 28th.

A number of friends surprised Miss Lucille Wiens recently, the occasion being her birthday.

When we looked at the thermometer on Saturday, Jan. 16 at 5 a.m. we thought we had seen wrong when it registered 55 below zero, but reports from Sundre gave readings from 48 to 62 below, so I guess ours was a good average.

It hardly seems possible that so short a time ago we were sitting in our front porch reading Christmas mail while the children played hatless and coatless in balmy 65 above weather.

Playing under ideal curling conditions Didsbury Curling Club's annual bonspiel went through without a hitch, with 13 visiting and 19 local rinks taking part.

Ken Gillrie's rink youngest crew in the spiei, walked off with grand aggregate honors. They also took first in the Merchant's Event and second in the Berscht Event.

Cliff Sorenson, the big winner last year, edged Gillrie out of a complete sweep of events when he defeated him in the final of the main event.

L. Liesemer of Carstairs took the Citizen's Event and Richards of Olds was successful in the consolation.

Complete results, with personnel of winners of the two main events, are given below:

Grand Aggregate —

Ken Gillrie, skip

Dick Kimmel

Bob Davidson

Dick Law

1st Event (Berscht's) —

First: A. Klein

C. Sorenson, skip

J. Tuggle

C. Shannon

Second: Ken Gillrie

Third: McColl, Crossfield

Fourth: Richards, Olds

Merchant's Event —

First: Ken Gillrie

Second: McColl, Crossfield

Third: A. Eiler

Fourth: Kippe

Citizen's Event —

First: L. Liesemer, Carstairs

Second: Morrison, Carstairs

Third: Hauer, Midway

Fourth: J. Wordie

Consolation —

First: Richards, Olds

Second: J. Cathness

Third: Hauer, Midway

Fourth: Schmick, Midway



This week Didsbury Ramblers are again singing their swan song, the theme is shown above. If you wonder why we'll give you the schedule for the week:

Tuesday-Didsbury at Red Deer
Wednesday, Didsbury at Ponoka
Thursday, Alix at Didsbury
Saturday, Stettler at Calgary
Sunday, Didsbury at Calgary
Monday, Lacombe at Didsbury
Wednesday, Calgary at Didsbury

Tuberculosis can be well entrenched in the body before symptoms appear. If used in time, the X-ray will find tuberculosis in time for recovery. Christmas Seal funds are used to find persons with the disease.



Pte. Frank James Kelly, British World War II soldier recently released from Russian captivity, sobs and gestures as he addresses a press conference in Hanover, Germany. He collapsed twice as he told a story of Russia's "barbarism and cannibalism."

Melvin W.I. January Meeting

The January meeting of the Melvin W.I. was held last week at the home of Mrs. A. E. Krebs with 14 members and 10 visitors in attendance. Roll call was payment of dues.

Miss Dixon, district home economist from Red Deer, was present. Judge the jelly rolls and discuss their various merits. The first three places went to Mrs. H. Fischer, Miss E. Dupont and Mrs. R. Youngs in that order.

Miss Dixon then gave an interesting talk on "Re-makes Can Be Fun," finishing off with demonstrations as to putting in zippers, etc.

An invitation was received from Zella Institute to attend their meeting on the 3rd Saturday in February at the school, to hear Mrs. R. Fischer speak on her trip to Toronto as delegate to the ACWW.

The February meeting will be held at the home of Mrs. R. Youngs. There will be two contests — a short skirt and a loaf of white bread. Mrs. C. Fischer will demonstrate the sewing samples she made at O.S.A. Pam Womack's Week, so ladies please bring along pieces of cloth and scissors for this.

DIDSBURY IN FOURTH PLACE

Red Deer Monarchs still dominate the Central Alberta Hockey League with 22 points; Olds Elks are in second place with 20; Lacombe has 16 and Didsbury and Ponoka are tied for fourth with 12. Alix has 10 points while Stettler is buried in the basement with 12 losses and no wins.



Four-year-old Frazer MacInnes, who reached Montreal recently after an unaccompanied air journey from London, E.C., has a letter from "Granpa" to his mother. He had been visiting for a year with his grandmother in England.

Hon. G. E. Taylor To Speak Here

A public meeting will be held in the Lions hall here on Thursday Jan. 28 at 11 a.m. when Hon. Gordon E. Taylor, minister of highways, will be the speaker.

Purpose of the meeting is to outline reasons for the necessity of building a modern highway east of the present No. 2 highway for the purpose of serving through traffic.

It is understood the present route will be retained.

BIBLE COLLEGE STUDENTS OUT IN NIGHT SEARCH

Last Thursday night a group of eight Bible College students went to the rescue of one of the boys' brothers. It appears that Lloyd Bughman did not return to the farm after spending the day in the Bergen district working, and the matter was reported to his brother Clifford. Lloyd was either lost or injured, it seemed.

Mr. Walden, dean of men at the College, accompanied the boys as they went west, though the temperature was a cool 25 below zero. The matter was not as serious as at first thought, for Lloyd came home at 12:30, but with an injured ankle. It was a worthy attempt on the part of the boys, which proves again that young people of today will rise to emergencies and in time of need, are right there.

NO RAISE IN MEDICAL TAX FLOOR

A government spokesman Monday rejected a C.C.F. proposal that the three per cent floor limiting deduction of medical expenses for income tax purposes be eliminated.

The parliamentary assistant to Finance Minister Abbott said in the Commons that the government feels individuals should pay normal medical expenses without receiving income tax relief.

Opposition parties supported the resolution but it was defeated by a vote of 99 to 66.

The resolution was that taxpayers should be allowed to deduct from their income every dollar spent on medical care, up to the ceiling of \$1500 for single persons, \$2000 for married persons and \$500 for each dependent, up to four.

The three per cent floor permits a taxpayer with a total income, for instance of \$3,000, to deduct from their medical expenses exceeding \$90.

DIDSBURY MARKETS

BUTTERFAT

Delivery Basis At Crystal Dairy

Special 62c

No. 1 80c

No. 2 81c

Table 70c

New Year Bargains

- 1953 OLDSMOBILE SEDAN, demonstrator, fully equipped, new car warranty.
- 1953 CHEVROLET DELUXE SEDAN, demonstrator, fully equipped, full warranty.
- 1949 MONARCH SEDAN, all reconditioned and guaranteed with radio and seat covers, a bargain at \$1250.00
- 1948 CHEVROLET SEDAN. A premium used car at a bargain price.

Edeford Motors
YOUR MODERN GARAGE
CHEVROLET — OLDSMOBILE

IN MEMORIAM

In loving memory of Arthur Jenkins, who passed away Jan. 5th, 1949.
Gone from us but leaving memories
Death can never take away.
Loved, remembered, longed for always
While upon this earth we stay,
FROM HIS WIFE AND FAMILY

LOW, 21-DAY EXCURSION FARES TO PACIFIC COAST

Effective TO MARCH 31



See the awe-inspiring Rockies in their glorious winter garb on Canadian Pacific's world-famous Banff route. Visit Vancouver's Lion's Gate Bridge—stay at Victoria's renowned Empress Hotel.



Travel in comfort—by train—to Canada's Evergreen Playground. Coaches with large picture windows... individual reclining chairs... private low cost roomettes... air-conditioned throughout... fine service whether you coach or roomette—because it's Canadian Pacific.

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Clinical tests show, in 9 out of 10 cases,
morning and night brushing...

**PROTECTS YOUR TEETH
FROM DECAY ACIDS
ALL DAY LONG!**



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69¢
Before Antizyme, one brushing cleans your teeth from tooth decay acids... only minutes. With Antizyme, morning and night brushing protects you for 24 hours... something never before possible in dentifrice history.

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CARD OF THANKS

I wish to thank Dr. McKinnzie, Mrs. Turner, the nurses and staff of the Didsbury hospital for their kindness shown me during my recent illness, and to all my friends who sent cards and flowers and visited me.

MRS. E. DUPONT ST.

FOR SALE — House trailer, 8x12, insulated throughout. Apply Box 429, Didsbury. 3-2tp

FOR SALE — Davenport in good condition. A snap at \$37.50. E. N. Boettger, phone 2993, Didsbury. 1tp

FOR SALE — A few Purebred Yorkshire Gits. Two nice to ship. Market price. Inspection invited. R. E. Fischer, phone 408. 3-2tp

SAW FILING AND SHARPENING of all kinds. See Dave Janzen, first house west of Didsbury Lumber, phone 268. 2-3tp

FOR SALE — One used electric clothes dryer with fan and oven type heating element. Only \$50. H. L. Fieg, phone 221. 2-3tc

FOR SALE — One Coleman oil heater. Very good condition, medium size. N. Dippel, Bergen P.O. 2-3tp

FOR SALE — Farm, 1/4 section, east of Didsbury. Location S.W. 1/4, 23-31-25-04. For particulars apply to Albert Rempel, Didsbury. 3-3p

FOR SALE — Universal Automatic car radio, good condition. \$40.00. Apply Nola Waterstreet, Cremona. 1tp

TILLER SHARPENING — All those wishing their tillers sharpened phone 228 or contact Art Orange, on or before April 1, 1954, as I am moving to Calgary. 1-4p

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PHONE 2712 ACME

LOST — 1 Mule Hereford Cow, branded C laxy 8, right rib, phone 343, Oids. 3-12p

NOTICE

Hospital Contracts

Resident non-ratepayers may purchase hospital contracts during the month of January. The cost is \$10.00 for the year. This entitles the holder to \$10.00-a-day ward rate and extras at 60¢ a day. "Extras" means operating room, X-rays, most drugs and dressings and laboratory tests.

Contracts can be obtained at Reiber Bros. or at the hospital.
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MORE NEW MODELS MORE POWERFUL V-8 ENGINES

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to save you money...
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From suspension to roof, Mercury cabs are "Driver-engineered" for longer life — for easier driving with passenger-car hand-4. Falls with 4 man seat in fanny-raised, padded, and adjustable. Large rear and side windows give wide visibility. All controls are easy to reach — easy to operate. Every time it's arranged to reduce driver fatigue, increase safety and save time!

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For demonstration proof of Mercury's end-to-end ruggedness, easier handling-ability to exactly meet your operating needs and move every load for less—see your Mercury Dealer now!

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CONVENTIONAL MODELS INCLUDE 4 LIGHT DUTY SERIES — 2 HEAVY DUTY SERIES —
EXTRA HEAVY DUTY SERIES — ALSO 1 CAB FORWARD SERIES — 2 PARCEL DELIVERY SERIES —
2 TANDEN REAR AXLE SERIES — 4 SCHOOL BUS SERIES.

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CHURCH NOTICES

**MOUNTAIN VIEW
UNITED MISSIONARY CHURCH**
Rev. A. Frey, Pastor
10:30 a.m.—Sunday School.
11:30 a.m.—Morning Worship.
8:00 p.m.—Evening Services.
Youth Fellowship services held in the evening of the first and third Sunday of the month.

FOUR SQUARE CHURCH
Fallen Timber School House
Preaching service at 2 p.m. every Sunday.
Sunday school immediately after service.
Rev. Mr. and Rev. Mrs. Moore
Pastors

EVANGELICAL CHURCH
Rev. A. J. Grams, Pastor

SUNDAY SERVICES:
10:30 a.m.: Worship Service.
11:30 a.m.: Sunday School.
2:00 p.m.: Sunday School followed by Worship Service.
7:30 p.m.: Evening Service.
Wednesday Evening, 8:00 p.m.
Bible Study and Prayer Meeting.
Thursday Evening, 8:00 p.m.
Choir Practice.
The pastor and congregation extend a cordial invitation to every one to worship with us. "Come and we will do thee good."

REDEEMER LUTHERAN CHURCH
The Church of the Lutheran Hour

Rev. E. B. FOX, Pastor
Divine Services every Sunday at 11:00 a.m., followed by Sunday School and Adult Bible Class.

UNITED MISSIONARY CHURCH
Rev. Ray Shantz, Pastor
Sunday School, 10:30 a.m.
Preaching, 11:30 a.m.
Sunday evening service, 7:30 p.m.
Wednesday evening prayer meeting, at 8 p.m.
Young Peoples' service every alternate Sunday at 7:30 p.m.

ORDER YOUR COUNTER CHECK BOOKS from The Pioneer Office. Buy at home — you pay no more than the standard price.

CHURCH OF NAZARETH
HARMATTAN

10:30 a.m.—Sunday School.
11:30 a.m.—Morning Worship.
8:00 p.m.—Evangelistic Service.
Wednesday Prayer Meeting, 8 p.m.
Friday N.Y.P.S. 8 p.m.
Rev. J. WATSON, Pastor
The Church with the warm welcome

UNITED CHURCH OF CANADA
Rev. C. C. Armstrong, B.A., B.D.

Westdale (2nd and 4th)
Sunday 10:00 a.m.
Knox Sunday School 11:00 a.m.
Westcott 11:30 a.m.
Knox Evening Worship 7:45 p.m.

ANGELICAN MISSION OF OLDS

SUNDAY SERVICES
Sunday School, 11 a.m. every Sunday.
Second Sunday in the month: 7:30 p.m. — Didsbury.
Fourth Sunday in the month: 11:45 a.m. — Didsbury.

Letter To The Editor

Mr. Editor:
It is again a pleasure to ask you, through The Pioneer, to thank the many people who remembered the hospital staff during the Christmas and New Year's season.
The staff were the recipients of many gifts that were certainly appreciated, and several groups of carollers called on us, bringing through their carols a real Christmas spirit to the staff as well as the many patients unfortunate enough to spend the holidays in the hospital.
I think I should make special mention of the young people of Didsbury school who came and sang for us this year, the donations of candy bags from the high school and the very little name cards for the trays that were sent to us. All these things made the holiday a very pleasant one.
Thanking you very much on behalf of my staff and wishing you the best of the New Year, I am
Yours sincerely,
V. L. TURNER, Reg.N.,
Matron

Skyways Safer
Than Highways

We've heard much about a 500-miles-per hour British Comet nose-diving into the Mediterranean.
The Financial Post points out that these first jet liners have already flown 12 million miles in a little over a year since they started commercial service.
No one is absolutely safe in moving about this modern world. But he is much safer riding in a plane than crossing a city street. Mathematically, the chances of a plane accident are infinitesimally low. If a person were born in a plane, stayed there, and continued to fly non-stop he would reach the ripe age of 78 before he was due for an accident.
Since the first rickety biplane was piloted by the Wright brothers 50 years ago, aviation has been news. Unhappily, much of this

news has concentrated on aircraft accidents rather than on man's conquest of the air. The Comet has left traffic-choked roads far behind in making it possible to fly from London to Tokyo in 30 hours. By conventional aircraft the flight used to take four days and six hours and still takes a month by ship.

Through the eighteen years preceding World War I when Western Canada was being opened up to development, the construction of new railways in the West averaged more than two miles per day, a total of 15,000 miles of new railway lines.

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Chryco-Glycol is a permanent-type anti-freeze, for use under all conditions. Will not boil away. Protects cooling systems from rust as it protects against damage by ice.
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new wider V-8 power range!

Now... 7 mighty V-8 engines, ranging from 106 to 170-Hp., and including 4 new, advanced-design, overhead-valve V-8's... all products of the experience gained in building more V-8 engines than all other manufacturers combined.

new F-700 Conventional "Big Job" Series!

A completely new Series of extra-heavy-duty huskies with G.V.W. Ratings up to 19,500 lbs.—G.C.W. Ratings up to 34,000 lbs. Built for the most economical mounting of practically any type of custom body!

new Cab Forwards!

Two entirely new Series of dual rear axle snub-nose hauling champs—now making six Cab Forward Series in all! G.V.W. Ratings from 14,000 to 27,000 lbs.—G.C.W. Ratings from 24,000 to 55,000 lbs. All the newest Cab Forward features for thrifty speed-hauling.

new giant six-wheelers!

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new Expanded Parcel Delivery Series!

All-new, extra-thrifty F-500 heavy-duty Series for profit-paying multi-stop delivery work, with G.V.W. Rating of 14,000 lbs. Now... fully automatic transmission available (at extra cost) on F-350 Parcel Delivery!

new Driverized Cab efficiency!

The most comfortable cabs on the road, with all-round visibility, extra-comfortable 3-man seat, safety-positioned controls—designed to reduce fatigue, keep driver more efficient on the job!

new durability! New Ford-built, truck-tough parts are built stronger to last longer. Extra stamina packed into frames, springs, brakes, clutches and transmissions keeps your truck on the job longer, cuts down maintenance and repair costs.

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on every hauling job

THE DIDSBURY PIONEER

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JAMES CURRIE, Editor and Publisher

Through The Study Window

By REV. C. C. ARMSTRONG

Many of us, in the community and outside it, have been wandering down to the curling rink to take part in the annual bonspiel. It is a type of madness from Scotland that infects both ministers and laymen. It results in high hopes, first bite, wild elation and gloomy post mortems. For those not interested in curling, it is extremely dull to watch, but for the devotees of the game, it offers splendid opportunities to mediate both on the physical and spiritual peculiarities of the sport.

Many a man who is reluctant to lug 30 pounds of coal in a scuttle twice or three times a day, will happily sling 40 pounds of ice-cold granite at least 20 times in a single game, and in addition will use a broom, an implement fit only for the females at home in his little adobe hacienda. In addition to that he will play the game, particularly in a spie!, at an hour that only belongs in the grave-yard shift, after already putting in a regular day's work.

The game is a splendid bulwark against frustrations, ulcers and un-Christian impulses. The lead throws his rocks, sweeps the broom the most, and takes orders from everyone else on the team. His is a lowly existence, far removed from all scenes of glory, wherein he can only watch while the opposing skip and his own team mates ruin all his best efforts.

The second man is allowed to make suggestions to the third on the best manner of playing the game, but on no account must he linger in the sanctum known as the "house." He is generally required to play a guard while really yearning to knock chips off the other fellow's rock. Not much glory for him either.

The vice-skip is a privileged character, being the self-appointed expert on all matters of turn, speed of rocks and the proper strategy to employ, but none of this seems quite to coincide with the warped biased and altogether erroneous views of the skip. The third man is a good shot unless he reports having slipped in the huck.

The skip is a lonely character, existing in grandeur amidst the wreckage of all his best-laid plans, through some fluke shot of his opponents. According to the experts not taking part in the game, he is prone to make the wrong play

and fails to show proper skill in arranging the house. To him goes all the blame and some of the praise, and with no special reward among the prizes, where it is share and share alike.

Curling is a game played for itself rather than for the prizes. St. Paul, who didn't know curling, did know games, and he believed in all athletes competing to the very best of their ability. "So run that you may obtain it," was his advice concerning the prize. But the best prize was imperishable, and was one offered for Christ-like character rather than for athletic prowess. In spite of the over-emphasis of the present-day on athletic skill, a good game well-played may provide opportunity to exercise the good old-fashioned virtues of humility, cheerfulness, sobriety and self-control.



AGRICULTURAL SERVICE BOARD NOTES

W. K. Snyder
Field Supervisor

Present Day Aids in Chemical Weed Control: Soil sterilants are being used in increasing amounts agriculturally, especially for several of the deep rooted persistent perennials.

The introduction in 1945 of 2,4-D set a new pace to chemical weed control. Here was a weed-killer that could be used on growing crops, the cereals and flax, with little or no danger of damage to the crop and yet effective in killing or checking the growth of many broad-leaved weeds. The chemical was safe to handle, could be applied readily as a spray or dust, and was relatively cheap. Since it first came into use the price has come down to where it now costs only 25 to 35 cents per acre for material.

You are reading and hearing about another chemical quite similar to 2,4-D, namely MCP. MCP is a first cousin of 2,4-D and has been widely used in Britain and European countries. It is less harsh in

its action than 2,4-D and is recommended for the more sensitive crops, particularly oats, flax, field peas and alfalfa. More will be said about MCP in a later talk.

We also have TCA. Early trials indicated its usefulness when applied to couch grass. More recently it has been found to be very effective when applied to flax fields infested with green foxtail or wild millet. Used along with 2,4-D or MCP, the combination will kill most weeds except wild oats. This latter is the first in a series on chemical weed control.

Calthod vaccinations are being somewhat hampered by the cold weather and snow-plugged roads, at they are still continuing as roads and weather permit. Your local captain will inform you when it is your turn to have your calves vaccinated.

WEED ERADICATION

Tillage equipment and practices are still important in eradicating weeds on farms, for chemical weed rays, while killing plenty of weeds, can't do it all. This statement was made at the Weed Control Conference held recently in Edmonton.

The committee reported that deep tillage is not beneficial in weed control work.

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Don't let the years pass you by. Get the new Fox Hatchery "P" series. It's the only one of its kind. It's the only one that's been tested and proven to be the best. It's the only one that's been tested and proven to be the best. It's the only one that's been tested and proven to be the best.



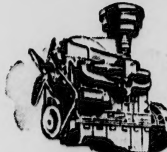
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Write today for your free colored folder—Valuable money-making suggestions. Also how you can win a bugle, cage and book on teaching it to talk.



This contest was popular in 1953. It will be popular again in 1954. But You Must Act Now! 10 FREE CHICKS PER 100

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NEW ECONOMY

All four 1954 Chevrolet truck engines bring you the full benefit of high-compression power. With new, even higher compression ratios, they make every drop of gas work harder to give you greater operating economy along with greatly increased horsepower and fuel performance.

Here's Canada's greatest truck builder's latest and greatest! Here's the brand-new line of Chevrolet Advance-Design trucks for 1954!

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You'll find these completely new Chevrolet trucks packed with new advances and advantages you want... loaded with great new features you need! There's new power under the hoods... new comfort in the bodies... new, bigger load space in the bodies—

plus new automatic truck transmissions... new chassis ruggedness... new Advance-Design truck styling.

And that's only the beginning! There's much more that's new awaiting you in the most powerful, finest performing, best looking Advance-Design trucks ever built! There's a model that's just right for your work. So plan now to come in and get all the facts on the biggest truck news in years. Be sure to see the trucks with the most new features... the trucks with big new benefits for both owners and drivers—really new Chevrolet trucks for '54!



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Here's great new ease and convenience for driving in city traffic and for door-to-door delivery service. There's no clutch pedal to push—you can drive all day without shifting! Truck Hydro-Matic transmission is offered now only on 1/2- and 3/4-ton trucks, but on 1-ton models, too!

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New Comfortmaster cab offers greater comfort, convenience when working. New one-piece, curved windshield gives greatly increased visibility. New instrument panel is easier to read and to reach. New Radio Control Seat offers the best word in comfort for truck drivers.

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With increased ruggedness at vital points throughout the chassis, Chevrolet trucks for '54 offer new and even greater dependability. You'll find heavier axle shafts in 2-ton models... bigger, more durable chutes in 1/2- and 3/4-ton models... more rigid frames in all models.

NEW BIGGER LOAD SPACE

New pickup bodies have deeper sides... are stiffer and sturdier for greater convenience. In addition, they're built stronger to stand up longer—and set over to the ground to make loading and unloading easier than ever.

NEW RUST-RESISTANT APPEARANCE

Handsome new Advance-Design styling reflects the new power and ruggedness of the 1954 Chevrolet truck. New front-end design is more massive and sturdier in appearance. New parking lights are positioned near the bumper corners to indicate the full width of the truck.

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FALLEN TIMBER

(From Our Own Correspondent)

(Intended For Last Week)

The January meeting of the Busy Bees was held at the home of Mrs. Louise Money with 13 members and two visitors present. It was decided that the hostesses should help at her meeting, thus making three convenors. The ladies also decided to donate all the necessary money from the district to put electric lights in the school.

A lovely lunch was served by Mrs. Susan Teynor and Mrs. Jennie Dick with the hostess helping. Mrs. Stain won the 10-cent draw.

Election of officers was held, resulting as follows:

President: Mrs. Louise Money; vice-president, Mrs. F. Herbert; secretary-treasurer, Mrs. Janet Fyten; Dorcas secretary, Mrs. Ester McMullen.

The next meeting will be held at the home of Mrs. Laura Morrison.

WEST DIDSBURY 4H CLUB
HOLDS REGULAR MEETING

Members of the West Didsbury H Beef Calf Club met at the home of Doug Hoesgood on Dec. 30.

The members went to the barn where they judged a class of Hereford heifers. The group then moved to the house for the meeting.

After the opening of the meeting interesting reports were given by Larry Dunphy, who discussed "Feed For Fattening Baby Beef," Beverly Dunphy who spoke on "Winter Care of Beef Breeding Cows" and Dwylla Byrt discussed "Beef Type."

Mr. Hughes gave a short talk, followed by Donald Blain.

Next meeting will be held at the Alex Blain home on Jan. 29 at 8:00 p.m.

January Meeting
Jackson W.I.

The January meeting was held at the home of Mrs. S. Owens with 19 members and four visitors present. Meeting opened with the singing of O'Canada, followed by the creed. Roll call was answered with each one giving their maiden name and what she was doing at the age of 20.

It was decided to hold all meetings henceforth on the last Wednesday of the month. Plans were made for a social evening to be held on Feb. 12 at Jackson school and a cordial invitation is extended to everyone. So come one and all and join in the fun.

A committee was appointed to make a scrap book of all the activities of the group. The "bit of fun" was conducted by Mrs. J. Ray.

Mrs. O. Paah gave an interesting five-minute talk on "The man who built a wall with bits and pieces." Mrs. A. Robertson gave a talk on the history of the W.I.

God Save The Queen brought the meeting to a close and a delicious lunch was served. The next meeting will be held at the home of Mrs. L. Vogel.

LIVING IN COMFORT

Amazing progress in raising standard of comfort in the Canadian home in 27 months since the census is reported by The Financial Post. Households with mechanical refrigerators rose 50 per cent since June, 1951, to total two-thirds of all households. Less than half are without a car after a 32 per cent jump in the number of families owning one. Kitchens with electric ranges number 29 per cent more; with gas ranges, 15 per cent more. There are only 133,000 homes left without radio.

DIDSBURY OPERA THEATRE

Week-Day Shows at 8:00 p.m.

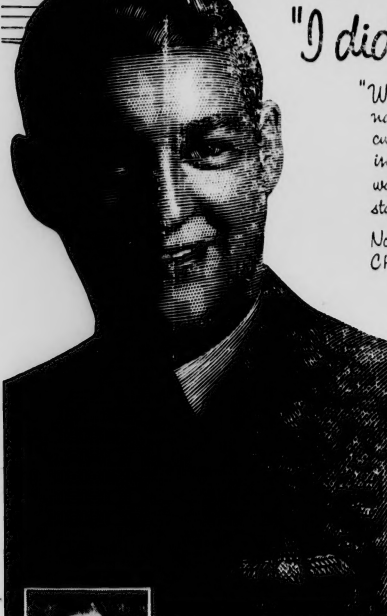
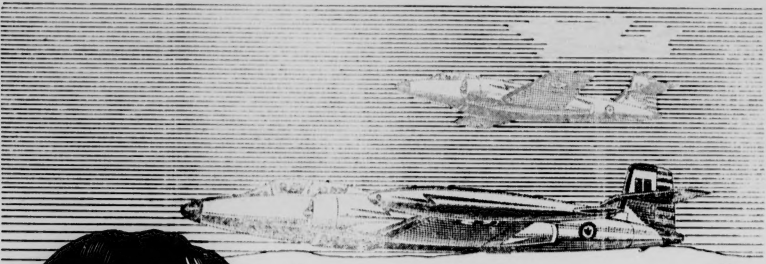
Saturday Matinee 2:30 — Evening 7:30 & 9:30

THURS., FRI., SAT.:
JAN. 21, 22, 23:

MON., TUES., WED.:
JAN. 25, 26, 27



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P/O BOB KIRKPATRICK

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You must be 17 but not yet 25, single, and have Junior Matriculation, the equivalent or better.

When applying, bring 1) Birth Certificate 2) Proof of Education CAF-23-24/53

Letter To The Editor

Dear Sir:

The Alberta Tuberculosis Association will appreciate your bringing to the attention of Pioneer readers

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stalled to factory standards,
and fully guaranteed.

TED STAUFFER
Phone 50, Olds, Alta.

the present position of the 1953 Christmas Seal sale, which for Red Deer and district has realized \$13,150 to date. This is \$4,350 short of the objective.

Provincially, receipts now total \$184,000, which is \$29,000 from the objective of \$213,000.

We know that many Alberta residents fully intend to contribute but have not yet done so for one reason or another. We need every cent of that \$213,000 in order to continue with our essential services in health education, X-ray surveys, rehabilitation, nursing and welfare services, and also to continue towards completion of our project of installing X-ray equipment in hospitals for routine chest X-ray of patients.

There is no doubt in our minds that Alberta will again "come through" in traditional Alberta fashion, and that readers of The Didsbury Pioneer will help us to achieve our aims by "sending in that contribution" — now.

Very truly yours,
D. W. ROBERTSON, President,
Alta. Tuberculosis Association

THEY HELP US

Canadians talk in a very general way about what new settlers contribute. But here are some actual figures:

These million people, which have come to Canada, since the war, mean a potential market for some 250,000 houses, 220,000 radios, 100,000 passenger cars, 100,000 refrigerators, 200,000 washing machines, besides all the food and clothes busy people can consume.

As well, there's no doubt but that new settlers have helped to keep Canada's birthrate high. Half of them are in the 20 to 40-year age bracket — the child-raising years. There's a much longer view as well. At present rates of natural increase this one million immigrants will total two million extra Canadians by 1960.

What they consume is only one side of the story. What they produce is equally important. We could not have our rapid expansion without a large increase in the labor force. And these people have provided it for us, at the very time when low birth rates during the depression have reduced the number of teen-agers in Canada who

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Any sore that does not heal.
A lump or thickening in the breast or elsewhere.
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THE COMMUNITY
PAGE

In presenting this page we wish to commend to readers the fact that the advertisers deserve their support, goodwill and trade. A newspaper is a community affair. It has its individual opinions, for it cannot afford to be a jellyfish if it is to serve a useful purpose. But it does strive to give every phase of public opinion and fair news reports.

Our advertisers help to make this possible, as well as keeping alive local interest in community activities. Buy from those who advertise on this page in The Pioneer. It will save you money and help you build up your own community.

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FREE THEATRE TICKETS

Each week this "Community Page" is published in The Didsbury Pioneer, names of town and district residents will appear among the advertisements. Read the ads carefully and if you find your

name in any one of them — clip out the ad and present it at The Didsbury Pioneer office and receive TWO TICKETS to the Didsbury Opera Theatre with the compliments of the advertiser in whose advertisement you found your name.

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Largest variety of groceries
Complete stock of frozen
foods.
Always a good variety of
fresh and cooked meats.

I.O.D.E. HOLDS
REGULAR MEETING

The regular meeting of Moose Chapter I.O.D.E. was held last Wednesday.

Highlights of the evening were an interesting paper given by Mrs. Fred Evans on "Women in the News in '53." This included art, music,

literature, politics, films and world fashions.

Mrs. Ed Ford gave an interesting paper on "Immigration and Canadianization."

A thank-you letter was read from Bob Hall, thanking the chapter for a parcel sent for Christmas.

GOVERNMENT BUSINESS



ALBERTA'S INDUSTRIAL DEVELOPMENT

Employment and prosperity for the citizen result when industry processes Alberta's raw materials within the province. Your government, through its progressive and sound legislation, stable administration, its deep conviction in the principles of free enterprise, and its unbiased attitude toward labor-management relations, encourages industries to locate in Alberta.

THE INDUSTRIAL DEVELOPMENT BOARD prepares economic surveys, maps and industrial information bulletins regarding industrial possibilities of Alberta towns and cities; and distributes these to industrialists all over the world. All sections of the province are studied in detail, and industrial policies are designed to benefit the province as a whole.

THE ALBERTA RESEARCH COUNCIL conducts vitally important surveys into availabilities and size of industrial mineral deposits. The Council's experiments with new mechanical and technical processes designed to aid industry.

PROSPERITY THROUGH INDUSTRY. Supporting Agriculture, which is the province's main economic activity, there are now 2,000 manufacturing plants with an annual payroll of \$60,000,000, and a production of \$600,000,000 worth of goods and materials each year. To this excellent record of industrial achievement can be added such new plants as Canadian Chemical Co. Ltd., producing acetate, chemicals and filament yarns; Canadian Industries Limited producing polythene flasks; and the refinery of Shell-Gordon Ltd., for the recovery of alcohol, copper and cobalt. Establishment of these and allied industries indicate a bright industrial future for Alberta and new prosperity for its people.

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PROVINCE OF ALBERTA

PREMIER MEAT MARKET

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THE COMPLETE FOOD CENTRE

RED AND BLUE BRAND BEEF
FRESH FROZEN WHOLE WHITE FISH
FRESH MILK DAILY

PHONE 42 FOR DELIVERY — WE BUY HIDES
R. A. CAMPBELL, Prop.

An Important Note
to All Farmers

Dear Friends:

Just a line to extend a personal invitation to you and your family to attend our big John Deere Day.

We've gone all out to provide a program jam-packed with entertainment and interest—a program we feel sure will delight young and old alike.

For instance, the feature picture is "Mr. Christ-mas," a story that has a little of everything, including humor and suspense. And by the way, it's filmed in beautiful Eastman color. The Gordon family will be there too, in "The Safety Pin"—and, oh, there's much more you're sure to enjoy.

So don't disappoint us. Make your plans now to be with us on John Deere Day. It's all free, but admission is by ticket only. If you haven't received yours yet—or if you need more—be sure to pick them up at our store.

Don't forget, we're expecting you John Deere Day.

JOHN DEERE DAY February 4

10 a.m. and 1:45 p.m.
DIDSBURY OPERA HOUSE

WM. "Bill" COWAN

DISTRICT NEWS

Midway News

(From Our Own Correspondent)

Mr. and Mrs. Jessie Toews were weekend visitors at the home of the latter's parents, Mr. and Mrs. Roy McKee, Delores and Allan. Mr. and Mrs. Toews are now working in Calgary.

Mr. and Mrs. Harold Swanson and family were Sunday dinner guests with the former's mother, Mrs. Carrie Swanson.

Best wishes for a speedy recovery is extended to Allen Johnson who is confined to his home with scarlet fever.

Mr. and Mrs. Harold Swanson were Monday evening callers on Mr. and Mrs. L. C. Burnett and Mr. Edgar Burnett.

Mr. and Mrs. Lloyd McNees were Tuesday evening callers at the home of the former's parents, Mr. and Mrs. Roy McKee, Delores and Allan.

The Bancroft W.I. members held their annual supper for their husbands on Saturday, Jan. 9, at the home of Mr. and Mrs. R. Fisher.

South West Didsbury

(From Our Own Correspondent)

(Last Week)

Mr. and Mrs. Bill Shantz were Sunday dinner guests of Mr. and Mrs. Lynn Hunsperger and family.

Mr. and Mrs. Alfred Snyder and family were Sunday dinner guests of Mr. and Mrs. Lynn Hunsperger and family.

Mr. and Mrs. Glen Jackson and family of Acme were Monday dinner guests of Mr. and Mrs. Lynn Hunsperger.

Mr. and Mrs. E. Dippel and family and Mr. and Mrs. J. B. Hipkin and Pat were Friday dinner guests of Mrs. George Meyer and George.

Carole Dippel is a patient in Didsbury hospital.

There is quite a bit of flu and measles in the district.

Mr. Otto Burt is still a patient in the hospital.

Mr. and Mrs. W. A. Sherrier and family were Sunday guests of Mr. and Mrs. Harvey Stevens and family.

FAIR GAME
A man on vacation had been told he would find good hunting on the lower end of the creek. Gun in hand he wandered for miles without getting a shot. On his way back he met a small boy. "Is there anything to shoot around here?" he asked the lad. The boy thought he'd shoot his head. Then his face brightened and he exclaimed: "Here comes the principal of my school."

M.V.B.C. NEWS

A little outdoor activity of a physical nature has been provided by Mother Nature for the good health of the student body. Snowing snow from the walks, doorways and entries may not be the warmest job, but it does set one up for the day. However, warmer days are ahead, and the cold weather isn't too bad.

The group assigned Sunday activities in Bergen church had to cancel the appointment because of road conditions in that area. We hope they will soon be able to go again.

Rev. and Mrs. Taylor and family went to Edmonton over the weekend. The former went from there some 100 miles north to a lumber camp to preach to a group of men on Sunday. Even sub-zero weather doesn't keep our president from preaching the Word of God to those who want to hear.

On Friday night a number of students went to Innisfail Youth for Christ. A male quartette, of which some of the students are members, sang a number of times. They found the roads slippery and tires stiff, but they got back without mishap.

Miss Mary Walsh, dean of women, was guest speaker Sunday in the Church of the Nazarene at Oids. Miss Walsh is ordained in that church, and has held pastorates in both Alberta and Saskatchewan.

The second semester has begun. Classes are in progress again after the exams of the past week. Student activities are looming on the horizon of this semester's work.

A number of students are considering the necessary preparations for which they are responsible. It will be an interesting semester. Recitals are coming up, choir events will be the order of many week-ends. Gospel Service League work will resume its work again. Juniors will be considering their obligations to the senior class that will be leaving, and seniors will try so hard to keep everyone from knowing the time of their Senior Snacks.

So time doesn't hang heavy on the hands of these energetic young people, but in turn, they wish so much for more time for their many games and their class work and studies. But the winter will soon pass and spring will come with its closing events. You will want to watch this column for a reminder of the events in which you may share. Don't miss any of them.

A number of Choral Society members were unable to be present for practice last week. The Oratorio is coming along fine, and we are sure that with continued full attendance it will be a great success.

WESTWARD HO CATTLE CLUB HOLDS REGULAR MEETING

The fourth Westward Ho Cattle Club meeting was held at Mr. Baustad's. First a class of beef calves were judged. The meeting was then opened with pledge. Roll call was answered by all members. Minutes were read and adopted.

Glen Dodd gave a report on "Showmanship" and Calvin Osborn gave a report on "The Best Beef Type For Butchering."

A discussion took place on the thematic display. Mr. Knights reported that the Royal Lumber Co. in Oids donated the board for the display.

It was decided to have a card party and raffle to raise funds for the club. Date to be decided at the next meeting.

Sigurd Baustad favored the club with a piano selection following which lunch was served.

Next meeting will be held at the home of Peggy Rock on Feb. 6th.



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WITH CHRYCO*
POWERLINE BATTERIES

You can always depend on Chryco Powerline Batteries for a smooth... dependable... 11.0 v. of

POWER... even under the toughest conditions. They're packed with fresh power when you get them—surely and long-lasting. Get the battery used by so many of your friends.

*Chryco is a trade mark of the Chrysler Corporation of Canada, Limited.

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LIMITED
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HALLIDAY'S

CASH GROCERY

PHONE 101 — DIDSBURY

GROCERY SPECIALS FOR
JANUARY 21st, 22nd and 23rd

Cheez Whiz, 16 oz. jar	65c	Green Beans, York choice, 15 oz., 3 for 57c	
Kraft Dinner, 7½ oz. pkg 2 for	29c	Whole Kernel Corn, York, 14 oz., 2 for 39c	
Tomatoes, choice, 20 oz.	3 for 59c	Pork Sausages, York, 15 oz. tin 2 for 99c	
Green Beans, stand- ard, 20 oz.	2 for 35c	Rinso, detergent, 2 large pkgs.	83c
Beans & Weiners, York, 15 oz. tin	2 for 57c	Shortening, Fluffo, 2 pkgs.	59c
Corn, York choice, 15 oz. tin	3 for 44c	Sockeye Salmon, York, ½ lb. tin	2 for 73c
Peas, York choice, 20 oz. tin	3 for 63c	Wax Paper, refill	29c

SHERIFF'S JELLY DESSERTS AND
PUDDINGS 3 FOR 25c

Aluminum Foil, per roll	29c	Coffee, Kobax, 1 lb. tin	99c
Floor Cleaner, Aero, Quart tin	39c	Tea, Nabob, green label, 1 lb.	89c
Corn Flakes, 12 oz. pkg 2 for	49c	Peanut Butter, Squirrel 24 oz. jar	49c
Crisco, 3 lb. tin	95c	Salted Sodas, Christie's, 2 lbs.	59c
Margarine, Tulip, Solo, Delmar	3 lbs. 95c		

"Sweepings" From The Bonspiel

Favored with fine curling weather the local 'Spil finished in a burst of fine curling in 30 BELOW WEATHER. As usual there was plenty of strong local rinks but for some unknown reason most of them soon fell by the wayside.

Even the highly rated rink of Tom Morris, assisted by Harold Oke FAILED to TALK themselves into the "LOOT CLASS." Hard to believe.

The "POWER HOUSE" rink of Jack Wardle soon ran into trouble — they were staggering, wobbly and ready to throw in the sponge when "Vivian Caithness" came to the rescue. "Viv" carried them into the 4's but the load was too heavy for her. "Better luck next time Viv."

In the Merchants' Event ACE ESLER and KEN GILLRIE entered the 4's. The weather turned cold so Ace dropped out and Ken went on to win the event. "Good going Ken."

In the Rosebud Event "LUCKY JIM" CAITHNESS and his Colts entered the Jewellery with a fine shot by Charlie Pratt and then went to the finals where they picked up 2nd prize. "Well done Jim."

In the main event, Berch's, the two best local rinks met in the finals, CLIFF SORENSON and youthful KEN GILLRIE. The more experienced and crafty Cliff won out, but Ken made a real game out of it. Congratulations Cliff, Jay Tuglie, Kelvin Shannon and Albert Keim. Congratulations also to Ken Gillrie, Dick Kimmel, Bob Davidson and Richard Law for winning the Grand Aggregate.

Last but not least, the Ladies' Curling Club gave fine service at the Lunch Counter.

MAC'S SERVICE HARDWARE

W.A. McFarquhar, prop. — Phone 33

RED AND BLUE BRAND BEEF

Still Our Specialty

NOW IS THE TIME TO ORDER A QUARTER
OF BEEF FOR YOUR LOCKER

KIRBY'S MEAT MARKET

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Immediate Possession

320 ACRES LOCATED EIGHT MILES WEST OF DIDSBURY, 255 ACRES UNDER CULTIVATION. 5-ROOM HOUSE, DRILLED WELL AND WIND-MILL. ALL FENCED AND CROSS FENCED.

Price \$52.50 Per Acre

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JAN. 1.

HOUSE PLANS

PLAN NOW FOR PROMPT SPRING BUILDING!
Have all your New Home Plans ready so that you can start to build when the warm weather rolls around. Our home planning department will help you. We will show you how to erect a home that will give you a lifetime of happiness... how to erect a home, not just a house.

For information phone 125 or call in and see us.

ATLAS LUMBER CO. Ltd.
DIDSBURY, ALTA. Phone 125

LARRY SINCLAIR, Manager PHONE 125

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PHONE 124 — DIDSBURY

20% off

ALL HATS and COATS

SEE THE NEW —

"Simplicity" Clothes Dryer

A REAL "WIFE-SAVER"

NO FROZEN HANDS —
NO FROZEN, BROKEN, ICY CLOTHES—

Dries Clothes Quickly, Safely, Gently!
Dries a Tubful at a Time!

Clothes are washed and dried in 40 minutes.

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THE STORE WITH THE STOCK—AND A SMILE
G. C. LEESON, Manager PHONE 7

NOXEMA Special

10 Ounce

\$1.25

Law's Drug Store
The REXALL Store
PHONE 40 — DIDSBURY, ALBERTA

Little Items of Local Interest

A crokinole party was held at the home of Mr. and Mrs. Vern Wright on Wednesday evening last with about 20 guests attending. First prizes were won by Mrs. Lloyd Kershaw and Will Miller. Consolation went to Mrs. Will Miller and Larry Sinclair.

Mr. and Mrs. Art Taylor of Acme were supper guests with the latter's parents, Mr. and Mrs. Bill Collinge, last Wednesday.

Hockey equipment, skates, shoulder guards, all sharply reduced at Builders' Hardware.

One dollar and sixty cent a day hospital contracts may be purchased this month at \$10 each. This offer is to resident non-ratepayers of the hospital district and can be had at Reiber Brothers or the hospital.

Family nights are being featured every Wednesday night at the Didsbury Opera Theatre. Bring the whole family for \$1.00.

Ladies of Mountain View W.I. are reminded of the meeting Thursday, Jan. 21, at the home of Mrs. Ed Blain, with the district home economist speaking on "Baking Secrets". Members are reminded to bring a friend. There will be a clothing collection for Korea.

Mr. and Mrs. Ivan Weber left last Tuesday to spend a three-week vacation in Vancouver.

Mrs. V. L. Turner left last Wednesday to spend a few days with her sister in Edmonton.

Miss M. Schmidt of Chinook Alta., has joined the nursing staff at the Didsbury Municipal hospital.

Mr. John Ringheim has been in Calgary taking mechanical instruction at Renfrew Motors for the past four days.

Miss Joanne Brodie of Vancouver is visiting her aunt and uncle, Mr. and Mrs. A. W. Reiber.

Mr. and Mrs. H. Halliday motored to Lethbridge last Friday to attend a cabinet meeting of Lions International.

Mr. C. A. Cunningham and son Jimmy of Taber spent the weekend at the J. R. Cunningham home.

Mr. Lloyd Pitman, driller on the new oil well west of town, was hit in the face by a large wrench when it slipped off the rigging last Sunday night and is now in Didsbury hospital. Mr. and Mrs. Pitman occupy two rooms at the Boles' residence.

IN MEMORIAM
BOLES — In loving memory of Lou Boles who passed away Jan. 21, 1950.
Loving and kind in all his ways. Upright and just, to the end of his days.
Sincere and kind in heart and mind.
What a beautiful memory he left behind.
Sadly missed and fondly remembered by his wife, Estella, and Ron.

Hereford Bull Sale
APRIL 7th and 8th
LACOMBE SALES PAVILION
Bulls born on or after January 1, 1950
And on or before October 1, 1952
Entries Close February 1st, 1954
Entry Forms may be obtained from:
Central Alberta Cattle Breeders' Association
Lacombe, Alta.
S. J. Henderson, Pres. W. M. Campbell, Sec

PUBLIC MEETING
IN THE
LIONS HALL, DIDSBURY
Thursday, Jan. 28th
Commencing at 11 a.m.

PURPOSE: Reasons for the necessity of building a modern highway east of present No. 2 for the purpose of serving, primarily, through traffic; the present route to be retained.

SPEAKER: HON. GORDON E. TAYLOR
Minister of Highways
EVERYBODY WELCOME

Coming Events

The Sports Club will meet at the home of Mrs. L. LeGrand on Wednesday, Jan. 20 at 8:30 p.m.

An F.U.A. meeting will be held at Ernie Clarke's on Thursday, Jan. 21, weather permitting.

A food sale will be held in the Massey Harris show room on Jan. 30 at 2 p.m., sponsored by the Elktion Willing Workers.

The Evening Group of Knox United W.A. will meet Monday, January 25 at the manse at 8 p.m.

Mountain View F.U.A. Local No. 1038 will hold a meeting Tuesday, Jan. 26 at 8:30 p.m. at the B. A. Atkinson home.

VISITORS DAY AT O.S.A. NEXT WEDNESDAY

Wednesday, Jan. 27, will be visitors' day at the Oids School of Agriculture, commencing at 1:30 p.m. Visitors will be shown through classrooms, laboratories, dormitories and farm buildings. Classes will continue as usual so that visitors will have the opportunity of seeing the entire school in operation. The staff and students of the school extend a cordial invitation to all interested to attend. A special invitation is extended to young people and their parents.

The Little Royal and Achievement Day at the end of March will show results of the winter's work but this is an opportunity to see the agriculture and home making classes actually in operation.

WEST NOTES

(From Our Own Correspondent)

The Elktion Willing Workers met Wednesday last at the home of Mrs. D. Gillies with most of the members present. Afghan blocks were knitted by some, while others crocheted around them and sewed them together.

It being the annual election of officers, Mrs. Gordon Befus was elected president for two years; Mrs. R. Sutherland vice-president, and Mrs. Les Evans continues as secretary for another year.

The next meeting will be at the home of Mrs. Arnold Hogg and it was decided in future to have a co-hostess to provide part of the lunch.

There will be a whist drive Monday, January 25.

Mr. and Mrs. A. L. Hogg visited with Mr. and Mrs. O. Thompson on Friday evening.

The Rugby W.I. held a whist drive at the home of Mr. and Mrs. D. Hogg on Wednesday last. Six tables were in play with honors going to Miss M. Chandler and Jimmy Hoggood. The next whist drive will be held at the home of Mr. and Mrs. Alex Bain, Wednesday Jan. 27.

Mr. and Mrs. Albert Krebs visited with Mr. and Mrs. C. Russell on Sunday.

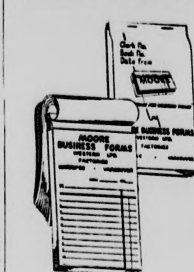
Mr. and Mrs. O. Thompson spent Thursday evening with Mr. and Mrs. L. Krebs.

The annual meeting of the Didsbury branch of the Canadian Red Cross will be held in the Lions hall on Friday, Jan. 29 at 8 p.m.

BIRTHS AT THE DIDSBURY MUNICIPAL HOSPITAL
To Mr. and Mrs. J. W. Sayer of Didsbury, on January 14, a son.

C.P.R. TRAIN TIMES AT DIDSBURY
NORTHBOUND:
No. 521—(flag stop) 1:20 a.m. daily.
No. 527—10:04 a.m. (flag stop) Sunday only.
No. 523—11:24 daily except Sunday.
No. 525—6:21 p.m. daily.
SOUTHBOUND:
No. 522—4:59 a.m. daily.
No. 524—12:23 Noon daily.
No. 526—4:58 p.m. daily except Sunday.
No. 528—6:21 p.m. (flag stop) Sunday only.

SALES BOOKS



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THE DIDSBURY PIONEER
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"Old" at 40, 50, 60? Men! Get New Pop Quick

Get rid of the crazy idea that you have to be old at 40, 50 or 60. Just try a little "pop" up, with Tex-made. T-shirt, jacket, sweater, hat of energy, lack of grey and lined-out, ruddiness (bring out the look of youth which you may call "getting old"). Rejuvenate, energize, invigorate and stimulate. Flaunt both years feel years younger. "Get acquainted" size only 50¢, at all drugists.

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blankets...
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Canada

Long-wearing luxury is the big feature this winter! That's Tex-made's big boon to your budget! See the beauty of Tex-made, currently in your favorite store. Feel the comfort — buy it — wherever you see the Tex-made sign.

Canada lives better... with Tex-made!

INTERNATIONAL HARVESTER

An Invitation
FROM YOUR
HARVESTER DEALER

YOU ARE CORDIALLY INVITED TO AN INTERNATIONAL HARVESTER FAMILY PARTY
To Be Held In The DIDSBURY THEATRE
At 1:30 p.m.

Wednesday, January 27
COME AND BRING YOUR FRIENDS
Your International Harvester Dealer
HAROLD E. OKE

BERSCHT'S

Surprise Sale
Thursday - Friday - Saturday
Monday
? ? ? ? ? ? ?

EXTRA SPECIALS...
Men's and Boys' Jackets, Sweaters and Station Wagon Coats
See Sale Posters For Complete List of Bargains

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